



THE ALLISON

INN & SPA

Oregon Wine Country's Premier Luxury Resort Exceeds Travel Agent & Customer Expectations



Newberg (Willamette Valley), OR --- According to *Trip Advisor's* latest poll, Willamette Valley is now the second highest-rated wine region in North America for wine tourists, ranked just behind Napa/Sonoma Valleys. This is no surprise to travel agents who have been directing customers to the emerging region. It is exceeding all expectations in terms of quality and value for luxury thanks, in part, to the opening of The Allison, now widely recognized as Oregon wine country's premier destination resort.

Each day, clients ask travel agents to locate new destinations that represent serenity, peace and calm along with pristine vineyard vistas, world-class wine and cuisine. The Willamette Valley has scored high on all marks for its undiscovered beauty, leading Pinot Noir and Pinot Gris varietals, proximity to the popular city of Portland and new lodging on par with the finest resorts in America.

The Allison Inn & Spa opened its doors in time for the 2009 harvest season and celebrated its first anniversary September, 2010. Both the resort and the Allison Spa made the Conde Nast Traveler's 2010 Hot Hotels and Spas list. In its first year, The Allison has exceeded the expectations of leisure clients, social and spa groups, corporate meeting planners, destination weddings and has been widely embraced by our vintner community. Demographic reports show particularly strong booking numbers from California and Washington, Denver, Dallas, Houston, Chicago, Atlanta and New York. Board meetings, corporate retreats and incentive groups have hailed from financial, automotive, high tech, pharmaceutical and retail industries along with legal, medical, architectural and engineering.

Feedback from guests has been particularly enthusiastic about the generous room sizes – ranging from 450 – 1,575 sq. ft. – and luxurious and eco-conscious amenities. JORY Restaurant has received top accolades in Oregon for its garden-to-table culinary achievements. Service levels also have been singled out as genuine, seamless, superior. The fact our reasonable room rates by California luxury resort standards, while delivering a similar quality guest experience, has been a popular point of differentiation. Accommodations range in price from \$305 to \$1,100 based on single/double occupancy.

Independently owned and operated, the resort is a Preferred Boutique global brand member and received its LEED Gold certification in April, 2010. Eighty five (85) guest accommodations, inclusive of eight suites,

span four floors and are thoughtfully sited on 35 acres. All accommodations boast a gas fireplace and private outdoor terraces or balconies. Inviting window seats are standard in every room to facilitate vineyard or hillside views. Spa-like bathrooms include soaking tubs in every room, sophisticated furnishings and original artwork showcasing Oregon's local artisans.



JORY, the 100 seat signature restaurant, features Oregon Wine Country Cuisine with an emphasis on fresh, local ingredients, many from the chef's garden and a seasonal menu. The wine cellar boasts 700 wines and 50 wines by the glass to ensure guests experience an excellent representation from Oregon and the Pacific Northwest. In 2010, *Food & Wine Magazine* named Ercolino Crugnale as one of America's Top Seven Sommeliers for the unrivaled wine pairings presented at JORY and his "perfect balance of Oregon wines along with terrific selections from the rest of the world." Terrace dining is available in warm weather months.

JORY also services 24-hour in-room dining, a small plates menu in the Living Room and Bar along with all private on-site and off-site catered events. A 10-seat private dining room is adjacent to the restaurant with access to a terrace. A semi-private dining area in JORY can be reserved for meals for up to 16 people, while the informal counter seating is a favorite as well. The inviting Chef's Table for 8 people is located adjacent to the popular Open Kitchen. A minimum is required for the use of this space for private luncheons (\$400) and dinners (\$600). The restaurant creates customized catering and wedding menus based on occasion, season, client preference and budgetary concerns.

Each Thursday evening, our Celebrity Wine-Tender Complimentary Wine Tastings features local vintners who personally bartend for the hour. Friday and Saturday evenings, live jazz entertainment is offered in the Living Room...a perfect venue during winter months with a large fireplace or also enjoyed off the Terrace in warmer months while enjoying the hillside views.



Meadow and Estate Gardens are available for picnics and private functions, weather permitting. The well-designed facility with dedicated entrances for the restaurant, spa and public areas extend to outdoor terraces and formal gardens for lovely summer and autumn weddings and other social gatherings. Offering 4,500 sq. ft. for a capacity of 300, the Grand Foyer adds another 4,200 sq. ft. of pre-function space in addition to a dedicated Board Room for 18 persons.

Business Services include rental of lap tops, printing, Federal Express, mail, complimentary WI-FI in all accommodations and throughout the resort. All major credit cards are accepted. Pets are welcome in Terrace Rooms designated as such. Even dog walking services are available while you are in the spa, wine tasting or perhaps enjoying a leisurely meal or libation in our JORY Bar.

The 15,000 square-foot Allison Spa has 12 treatment rooms and a creative menu of services, inclusive of our signature “pinotherapy” spa treatment. Resort guests have exclusive use of a swimming pool, terrace and fitness studio.



Off-site requirements, restaurant reservations, winery tours, golf, equestrian, hot air balloon or helicopter rides are handled through the Concierge Department. Between the accommodations, spa, restaurant and neighboring attractions, The Allison is truly a 'one-stop' complete destination, simplifying the arrangements required of a travel agent. Nearly 90 of the 200 wineries in the region have tasting rooms within a twenty minute drive from the resort.

Valet and complimentary self-parking is available. A 10% commission is paid to travel agents on guest room bookings as well as our creative, seasonal packages. Gift certificates and packages for the Spa, JORY and guest accommodations are available.

Portland International Airport (PDX) is located 25 miles from The Allison. Major carriers including United, American, Delta, Air Canada, Continental, US Airways, Jet Blue, Southwest, Horizon, Frontier and Alaska offer daily flights. Rental cars are readily available directly across from the airline terminal. Other car service or mini-vans can be arranged with advance notice through the Concierge Department. Private aircraft have the option of flying either into McMinnville Municipal Airport, just 20 minutes away, or Aurora State Airport, only 12 miles away.

For information or reservations, phone toll-free 1-877-294-2525 or 503 554-2424. Please also visit www.TheAllison.com. The website features an online calendar with special and local events. The Allison Inn & Spa is located at 2525 Allison Lane, Newberg, Oregon 97132.